



News Release

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Celebrating New Life in the Neighborhood

5th Annual Adopt-a-Block Kick-off

The Near Northwest Neighborhood Inc. (NNN) will kick-off the Annual Adopt-a-Block program this **Saturday, April 21, 2007 at 8:00 a.m.** at the NNN offices, located at 1005 Portage Avenue. This event brings neighbors together and allows them to show their dedication to making the near northwest a great place to live.

Spring is the time to renew your spirit and your commitment to keeping our neighborhood clean. This year's Adopt-a-Block, "*Celebrating New Life in the Neighborhood*" will provide us a time to come together to nurture and renew our spirit with words of inspiration and allow neighbors and friends to show their commitment to the neighborhood. But mainly, Adopt-A-Block is a time to clean areas in our neighborhood that need tender loving care.

In its 5th year, organizers are excited to see Adopt-a-Block continuing to grow. Since the first year, the number of adopted blocks has increased from 14 to 54! "*It is wonderful to see neighbors embrace their neighborhood and work together to make a difference,*" said Karen Ainsley, Executive Director of the NNN. "*Neighbors in the near northwest love living here and prove their commitment to improving the neighborhood by helping to pick up litter and keeping the area clean.*" The event has been so successful in

the near northwest that it has inspired other South Bend residents to work to implement Adopt-A-Block in their neighborhood.

As in past years we will meet the NNN offices (corner of California and Portage) at 8:00 a.m. to eat a light breakfast, receive safety instructions and take the annual Adopt-a-Block picture. Yet this year there will be a wonderful addition to the Adopt-a-Block event, the brief gathering entitled ***“Celebrating New Life in the Neighborhood.”*** This will be a more deliberate way of sending everyone to their blocks after reflecting on what we cherish about our neighborhood. It is easy to feel weighed down by undesirable challenges like litter in the streets, graffiti, and vacant properties, but when we come together as a community we remember the small acts of kindness, the gift of neighborliness and the physical signs of new life that have appeared.

The Adopt-A-Block program was developed by near northwest neighbors in collaboration with the City of South Bend’s Department of Code Enforcement, and has proven to be very successful over the past 4 years. The program gained national recognition last year, after the City’s Department of Code Enforcement received the award for Outstanding Achievement in Code Enforcement Techniques from the American Association of Code Enforcement. The development and success of this program proves that neighbor involvement can make a difference.

Please plan on joining us at ***“Celebrating New Life in the Neighborhood”*** and the Adopt-a-Block Kick-off, where in addition to sharing good food, songs and words of inspiration, we plan to announce the winner of the “Most New Captains Contest.” This community gathering is about remembering why we chose to live in the near northwest area and resurrecting the joy we felt making that commitment. It is also about surrounding ourselves with a clean beautiful neighborhood to convey the beauty in our spirit



